

**Item Number:** 14  
**Application No:** 14/00425/LBC  
**Parish:** Pickering Town Council  
**Appn. Type:** Listed Building Consent  
**Applicant:** Enterprise Inns PLC  
**Proposal:** Display of 1 no. externally illuminated name board sign and 1 no. non-illuminated fascia sign to south elevation, 2 no. non-illuminated amenity signs and 1 no. externally illuminated sign comprising individually applied enamel letters to east elevation, 1 no. externally illuminated name board sign, and 1 no. non-illuminated sign comprising individually applied enamel letters to west elevation together with installation of 2 no. wall-fixed lanterns either side of east entrance door, to replace existing signage  
**Location:** The Rose 9 Bridge Street Pickering North Yorkshire YO18 8DT

**Registration Date:**  
**8/13 Wk Expiry Date:** 5 June 2014  
**Overall Expiry Date:** 3 June 2014  
**Case Officer:** Alan Hunter **Ext:** Ext 276

#### CONSULTATIONS:

**Parish Council** No objection  
**Building Conservation Officer** No objection  
**Neighbour responses:** None

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#### SITE:

The application site comprises a Public House; The Rose, a Grade II Listed Building located on Bridge Street, Pickering. The application site is also located within the Pickering Conservation Area and the Town Centre Commercial Limits.

#### PROPOSAL:

Listed Building Consent is sought for the display of 1 no. Externally illuminated name board sign and 1 no. Non-illuminated fascia sign to south elevation, 2 no. Non-illuminated amenity signs and 1 no. Externally illuminated sign comprising individually applied enamel letters to east elevation, 1 no. Externally illuminated name board sign, and 1 no. Non-illuminated sign comprising individually applied enamel letters to west elevation together with installation of 2 no. Wall fixed lanterns either side of east entrance door, to replace existing signage. Listed Building Consent is also sought to apply a cream paint finish to the building.

The majority of the proposed signage replaces existing signs with additional signs on the eastern and western elevations.

#### HISTORY:

1995 - Planning permission and Listed Building Consent granted for the erection of a pergola (retrospective application)

1985: Planning permission and Listed Building Consent granted for the erection of a single storey kitchen extension to the Public House.

1982: Advertisement Consent granted for the installation of 2 externally illuminated pictorial panels

1982: Advertisement Consent refused for the installation of 2 illuminated wall boards

1976: Planning permission granted for the erection of an illuminated box sign

**POLICY:**

National Policy Guidance

National Planning Policy Framework (NPPF) 2012

National Planning Policy Guidance (NPPG) 2014

Local Planning Strategy; Ryedale Plan adopted 5 September 2013

Policy SP12 - Heritage

Policy SP16 - Design

Policy SP19 - Presumption in favour of sustainable development

Policy SP20 - Generic Development Management Issues

**APPRAISAL:**

The main considerations in relation to this application is:

1. The impact of the proposed signs upon the character of the Listed Building.

Following officer concerns the previously proposed sign on the northern elevation, and the rose symbol on the western side have been withdrawn from the scheme. There are no objections received to this application. However, this application is directly related to application 14/00424/ADV which is currently being considered by Members. As the applications are inter-related, it is considered appropriate for Members to determine this application

The remaining proposals are largely replacement signs, with the exception of more elaborate signage on the eastern elevation, and the introduction of a non-illuminated sign on the western elevation stating 'Pub & Kitchen'.

The proposed replacement signage is considered to be acceptable and not to adversely affect the Listed Building on the western and southern elevations. The external illumination is also considered to be acceptable in this location and relate well to the character and setting of the building.

The proposed additional sign on the western elevation is not illuminated and is considered to relate well to the character of the building when viewed across the river. The proposed signage on eastern elevation will feature a picture of a 'rose' together with individual lettering and two replacement name boards. This elevation is proposed to be painted in a cream colour to hide the buff brick, and also to remove unsympathetic additions to this side elevation, such as redundant hanging stands. The cream painted finish, together with the proposals are considered to represent an enhancement to the current appearance of the Listed Building on the eastern elevation.

In terms of Policy SP12 the proposal are considered to represent less than substantial harm to the character of the listed building, and the public benefits in terms of the improvement in the appearance of this public house is considered to outweigh any harm. It is also considered that the proposals will not have an adverse effect upon the character and appearance of the Listed Building or its setting, neither is it considered that they would result in a significant loss of historic fabric from the building.

The Conservation Officer has no objection to the proposals as amended.

In view of the above the recommendation on this application is one of approval.

**RECOMMENDATION:                      Approval**

1            No signage the subject of this permission shall be displayed until such time as the building has been finished in a cream paint finish in accordance with Plan 102635 rev. D.

Reason:- In order to enhance the appearance of the building and the signs and to satisfy Policy SP12 of the Ryedale Plan - Local Plan Strategy.

2            No signage the subject of this permission shall be displayed until such time as the eastern elevation has had all redundant wall fittings removed.

Reason: In order to enhance the appearance of the building and the signs and to satisfy Policy SP12 of the Ryedale Plan - Local Plan Strategy.

3            The development hereby permitted shall be carried out in accordance with the following approved plan(s):

102635 rev. D

Reason: For the avoidance of doubt and in the interests of proper planning.

**Background Papers:**

- Adopted Ryedale Local Plan 2002
- Local Plan Strategy 2013
- National Planning Policy Framework
- Responses from consultees and interested parties